

**Annual Progress Report Fall 2016**  
**Assessment of Student Learning**  
**for the**  
**Park Management and Conservation Undergraduate Program**  
**Department of Horticulture and Natural Resources**

The purpose of the Annual Progress Report (APR) of Student Learning Assessment is to provide a continuous improvement process through meaningful assessment of students. Results from assessment of student learning guide collective actions for curricular change, better learning opportunities for students, improvement of teaching, and more effective academic support services.

**Executive Summary:**

The 2016 report is aligned with the revised student learning outcomes contained in the current 2016-2019 PMC Assessment of Student Learning Plan. The metrics analyzed were also submitted to the Council on Accreditation for Parks, Recreation, Tourism and Related Professions (COAPRT) in July 2016.

The Park Management and Conservation Curriculum at Kansas State University is proud to be accredited by the Council on Accreditation for Parks, Recreation, Tourism and Related Professions (COAPRT), and has been since 1988. In 2015 the program was re-accredited through 2022. The Student Learning Outcomes contained in the PMC assessment plan are strongly influenced by the program's accreditation requirements.

The 2016 report reflects PMC's first notable use of measures of student learning outcomes utilizing the new CANVAS electronic student learning program. PMC faculty hosted a training session on this topic, presented by KSU Assessment Program staff; and committed to increasingly amend exam structures and content to more optimally align with CANVAS's capabilities.

A new PMC curriculum was approved for implementation beginning in the fall of 2016. It contains only minor revisions to the 2015 degree requirements.

CPRP exam to serve as assessment tool. PMC faculty also voted during the 2014-15 academic year to discontinue the use of an in-house post assessment exam; opting instead to begin using the results of the NRPA's CPRP (Certified Park and Recreation Professional) exam, required by all graduates, starting during the 2016-17 academic year. As evidence of progress on utilization of the CPRP exam, the PMC program revised its NRPA membership status in 2016. This revision allows for up to 10 students per year to fall within the institution's membership umbrella. These students (identified in part by student preference, but also PMC faculty recommendations) are then eligible to take the NRPA's CPRP practice exams and received a discount on the national exam. Identification of the first group on candidates will be completed during the 2016-2017 academic year and the first exam candidates are expected in the spring and summer of 2017. NRPA eligibility standards to take the exam include the requirement that the student be in their last semester. PMC additions to that criteria specify that the exam should be taken during the student's internship, necessitating the internship be taken during the student's last semester. This is a new requirement and will take several years to fully implement. It is anticipated that no more than 10 PMC students

per year will take the exam. Their scores are expected to be analyzed to determine how accurately their scores reflect all the students in the PMC curriculum.

**Because of the COAPRT (accreditation) requirements report submitted in July, 2016, the focus of the 2015-16 report is the student learning outcomes identified as: the COAPRT series 7.0 learning outcomes. All courses were reviewed**

- *Exception:* The new requirement (2015-16) for a 2<sup>nd</sup> public speaking class is now providing an additional communication skill development opportunity; but assessment of student learning outcomes of that metric will require collaboration with the Communications department, as the course is not instructed by PMC faculty.
- Metric targets were reviewed and further modified in 2015-16. While the target of 70% was standard in earlier reports, a number of target outcomes were modified in 2015-16 to address an expected average/mean score. This score was non-standard across all courses. Readers should note that the target of a mean (average) score of 78% is designed to reflect a bell curve distribution. A typical academic bell curve would reflect a mean of 70-75%; so the 78% reflects a notably higher standard.
- The PMC program has utilized a host appraisal of its student interns for the last decade, in part to address the level to which PMC students achieve various student learning outcomes - notably on-the-job entry level skills, but also to measure communication skills and appreciation for diversity. In 2015, this instrument was modified to better measure the appropriate student learning outcomes. No changes were made to this instrument in 2016. As illustrated in the resulting tables, PMC students continue to display above average level of oral and written communication skills upon graduation. PMC faculty are in agreement that required communication exercises (papers and presentations) in several PMC core classes have contributed favorably to this outcome.

**The following Student Learning Outcomes were analyzed during the 2015-2016 Academic Year.**  
**7.0 a Series Learning Outcomes**

**Foundations**

7.01 Students graduating from the program shall demonstrate the following entry-level knowledge: **a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries;** b) techniques and processes used by professionals and workers in these industries; and c) the foundation of the profession in history, science and philosophy.

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students shall demonstrate knowledge of the role of professionals in the leisure services industry	7.01.a.1	Discipline specific Knowledge	PMC 210 Intro to Outdoor Rec  text chapters	Exam # 2	70% of students will score 70% or above on the assignment.	SLO <b>MET</b> 82% of students scored over 70% on the exam  <b>Avg – 81%</b>	2017  For 2017: Course content disaggregated (via question banks tied to outcomes)
		Discipline specific Knowledge	PMC 350 Manual - agency description, - interview - detailed work reports - special project	Report Rubric(s) One for PMC supervisor, and one for Host supervisor	90% of students will score 80% or above on the combined assignments (Reports 1,2,3). Avg=85% or higher	SLO <b>MET</b> Spring 2016 100% of students scored over 80% on the combined assignments <b>Avg = 92.3%</b> A new manual incorporating the rubric and separating tasks was implemented in the spring of 2015	2019
		Discipline specific Knowledge	PMC 690 Exercises and quizzes over agency manager's role CAPRAquiz Statutes Policy exercise MGMT quiz	Combined module (mgm't exam and CAPRA, Policy and Statute exercises scores)	90% of students will score 70% or above on the combined assignments.	SLO <b>MET</b> Sp 2016: 95% scored over 70% <b>Avg: 90%</b> Course content disaggregated (via question banks tied to outcomes) to allow analysis in 2016	2019

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for
Students shall demonstrate entry-level knowledge of the scope of recreation and leisure services	7.01.a.2	Discipline specific Knowledge	PMC 210 Intro to Outdoor Recreation  Assigned text chapters	Exam 3	70% of students will score 70% or higher on the exam	SLO <b>MET</b> 2016: 87% of students scored over 70% on the exam <b>Avg: 88%</b> A new series of questions is being developed to offer increasing levels of difficulty for the exam.	2017
Students shall demonstrate knowledge of history, breadth and missions of various leisure service suppliers	7.01.a.3	Discipline specific Knowledge	PMC 210 Intro to Outdoor Rec  Assigned text chapters	Exam 1	70% of students will score 70% or higher on the exam	SLO <b>MET</b> 2016: 90% of students scored over 70% on the exam <b>Avg: 82%</b>  A new series of questions is being developed to offer increasing levels of difficulty for the exam. Course content will be disaggregated (via question banks tied to outcomes)	2017

7.01 Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; **b) techniques and processes used by professionals and workers in these industries;** and c) the foundation of the profession in history, science and philosophy.

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students shall demonstrate communication skills comparable to an entry level professional.	7.01.b.1	Communication	PMC 492 Internship In manual - <i>on the job</i> assessment of Student, and student's presentation and summary of special project	Scores on communication elements (reports and special project assignments: by PMC supervisor) and Host online Assessment of special project and communication elements  Items and SCORES from Part 1 and Part II of the host agency internship eval form.	90% of the students will score 80% or higher on weighted measure (host assessment of student communication x 1 and PMC assessment of reports x 2)  Avg = 85% or higher	SLO <b>MET</b> Su 15, F 16 and Sp 2016 scores: 91.2% scored over 80% on weighted average of host (1) 89% and KSU (2) 92.3% evals <b>Avg: score 89%</b>  New course: Business and Professional Speaking 2015. Separation of assessments initiated in 2016	2019
		Communication Discipline specific Knowledge	PMC 635 Method of Environmental Interpretation  PMC 635 syllabus w Presentation	Rubric  NAI certification 10-point interpretive talk checklist	80% will score higher than 80% on the assignment	SLO <b>MET</b> 93% scored higher than 80% Standard NAI checklist incorporated	2019
		Communication Academic/ Professional Integrity	PMC 710  3 Student presentations	Rubric	70% of students will score at 70% or higher on the assignment	SLO <b>MET</b> mean score by presentation (1) <b>88%</b> ; (2) <b>84%</b> ; (3) <b>84%</b> . In all 3 presentations 100% of students scored over 70%	2018

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students shall demonstrate knowledge of economic principles and of the economic impacts of the recreation industry	7.01.b.2	Discipline specific Knowledge  Critical Thinking	PMC 690 Park and Rec Administration  Economics module	Economics content questions on budgeting and economics exam	90% of students will score at 70% or higher on the exam content specific to economics Avg = 85%	SLO <b>MET</b> Sp 2016: 91% scored over 70% on the economics questions. <b>Avg: 95%</b>  Economics questions were separated for assessment in 2016.	2019
Students shall demonstrate knowledge of consumer research and public input and its applications to the LS profession	7.01.b.3	Discipline specific Knowledge	PMC 489 OR Program and Event Planning  Trends research exercise	Assessed by rubric  Scores on Trend Exercise_2016	80% of students will score 70% or higher on the trends assignment	SLO <b>MET</b> Sp 2016 <b>90%</b> scored over 70% <b>Avg: 87%</b> Trends content will be measured again in the 2017 logistics plan	2019
Students shall be able to demonstrate the ability to facilitate non-peer activities at a level recognized by certification	7.01.b.4	Discipline specific Knowledge  Critical Thinking  Diversity	PMC 110 Env Ed and Leadership  PLT certificate Capstone Project	Non peer teaching assessed by Rubric  Students passing course are certified	80% of students will score 70% or higher on the assignment  avg = 85%	SLO <b>MET</b> Fall 2015 95% scored above 70% on the assignment <b>Avg: 89.8%</b> Activity linked to specific outcome in 2015	2018
Students shall demonstrate knowledge of appropriate techniques used by professionals in the management, operation and maintenance of natural resource based sites	7.01.b.5	Discipline specific Knowledge  Critical Thinking	PMC 580 Park Operations  Specific site mgmt labs are offered, highlighting best resource mgmt. practices	Assessed by combination of lab exercise scores and exams over site management (pools, trails, sports complexes, playgrounds, etc.)	90% of students will achieve 70% or greater on the exam scores	SLO <b>MET</b> Fall 2015 100% scored over 70% on exams <b>Avg = 88%</b>  Each exam question linked to outcome in 2015	2019

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students shall demonstrate ability to schedule and allocate resources (people, \$\$, and venues)	7.01.b.6	Discipline specific Knowledge  Critical Thinking  Diversity	PMC 489 OR Program and Event Planning  Logistics Plan assignment	The assignment is a comprehensive approach which includes pricing, marketing and operations details.	70% of students will achieve 70% or greater on the assignment  Avg = 80%	SLO <b>MET</b> Sp 2016: 71% scored over 70% on Logistics Plan (when adjusted for pricing el) 87% when combined <b>(combined avg: 94%)</b> Logistics plan was revised for 2016 and includes analysis and planning segments <i>Pricing worksheet will be adjusted in 2017</i>	2019

7.01 Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in these industries; and **c) the foundation of the profession in history, science and philosophy.**

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students shall be able to identify various <b>historical figures and movements</b> in the profession which have had an impact on the development of the profession	7.01.c.1	Discipline specific Knowledge	PMC 210 Intro to Outdoor Recreation  Specific text chapters	Exam 1	70% of students will score above 70% in the assigned content areas on the exam	SLO <b>MET</b> 90% of students scored higher than 70% <b>Avg: 82%</b> Refinement of lectures and student assignments	2017
		Discipline specific Knowledge	PMC 275 Course Outline text chapter on history of the profession	Exam 1	70% of students will score 70% or above on the exam	SLO <b>MET</b>  Fall 2015 83% scored over 70% on exam 1.	New instructor in the Fall of 2015. Incorporated a lesson on historical figures during the first week of class.
Students shall demonstrate knowledge of the <b>philosophical foundations of recreation and leisure services</b> by describing the philosophical tenets of the profession they can identify with.	7.01.c.2	Discipline specific Knowledge  Critical Thinking	PMC 210 Intro to Outdoor Rec  Outline – see chapters in Text	EXAM 1  Foundation content on exams	70% of students will score 70% or above on exam	SLO <b>MET</b> 90% of students scored higher than 70% <b>Avg: 82%</b> Refinement of lectures and student assignments	2017

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students shall have knowledge of basic natural sciences on which management principles for natural resources based sites and experiences are based	7.01.c.3	Discipline specific Knowledge	PMC 475 Natural History for Park Professionals  Course Outline Wildlife ID using quizzes, exams and fieldwork	Quizzes based on slide imagery - students had to ID animal  <i>class has singular purpose of wildlife ID</i>	80% of students will score 80% or above cumulative on the four wildlife identification quizzes.	SLO <b>MET</b> 100% achieved scores greater than 80%  <b>Avg: 91.2%</b>	2019
		Discipline specific Knowledge  Critical thinking	PMC 330 Dendrology  Labs and lecture content are all specific to naturally occurring woody plants Exams include application of knowledge to solve problems	<i>Measures of ID knowledge includes: quizzes, tests, fieldwork and collection - class has singular purpose of tree ID</i>	70% of students will score 70% or above on combined graded elements	SLO <b>N/A</b> Course in transition New instructor in 2014, 2015, 2016	2018
		Discipline specific Knowledge	PMC 275 Intro to Nat Resource Mgmt  Course Outline text chapter or assigned readings	Reading assignments on nat science topics (5) from various chapters throughout the semester	70% of students will score 70% or above on reading assignments	SLO <b>MET</b> Fall 2015: 82% scored over 70% on all 5 reading assignments combined.  Reading assignments were a new addition to the course.	2018

## Provision of Services and Experience Opportunities

7.02 Students graduating from the Program shall demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity.

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students will demonstrate the ability to facilitate age appropriate programs	7.02.a	Discipline specific Knowledge Critical Thinking Diversity	PMC 110 Env Ed and Leadership Course Outline: <i>Water Festival or zoo teaching assg</i>	Assessed by Rubric	80% of students will score at 70% or higher on the assignment  avg = 80%	SLO <b>MET</b> Fall 2015 94% of students scored 70% or higher <b>Avg. 87.3%</b> Activity linked to specific outcome in 2015	2018
Students will demonstrate ability to develop, analyze and or facilitate programs that foster diversity and inclusion.	7.02.b	Critical Thinking  Diversity	PMC 489 OR Program & Event Planning Chp 13 in text and KSOL module	Score on 17 specific exam questions (from diversity/ inclusion bank)  Score (rubric) on Inclusion element in Logistic Plan	80% of students will score an average of 70% on the combined inclusion /diversity content areas.  Average = 85%	SLO <b>MET</b> Sp 2016: 82% scored at least <b>70% Avg score on inclusion content: 84%</b> <b>Avg score on inclusion content in Logistic plan was 90% The weighted avg</b>	2019
		Critical Thinking  Diversity	PMC 492 Internship Journal 2	Rubric for evaluation of agency diversity strategy in internship report 2	90% of students will score 80% on the inclusion/diversity content area measured in the host eval and journal 2 (PMC) rubric	SLO <b>MET</b> Sp 2016 <b>Avg 96%</b> 100% scored over 80%	2019
Students will demonstrate knowledge of the logistical elements, formats, and resources needed to offer well planned programs including special events.	7.02.c	Discipline specific Knowledge  Critical Thinking  Diversity	PMC 489 Program and Event Planning Required readings, exercises and study guides and Logistics Plan assignment	EXAMS -Sports, Outdoor programs, special events, facilities ( <i>Questions were banked in 2016 by outcome and program area.</i> Rubric for Logistics	80% of students will score 70% or higher on the combined measures (exams and Logistics Plan).  Avg score = 80%	SLO <b>MET</b> Sp 2016: Avg 3 exam score: 81.7% 90% of students scored 70% or higher on exams Logistics Plan <b>avg score= 94.2%</b> <b>Combo avg=80%</b>	2019

7.02 Students graduating from the Program shall demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity.

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students will facilitate (via direct participation) the offering of an agency's special event	7.02.d	Discipline specific Knowledge  Critical Thinking  Diversity	PMC 110 Env Ed and Leadership Teaching exercise is conducted as part of a special event: <i>Topeka Water Festival</i> or <i>Zoo Edventure</i>	Assessed by Rubric	80% of students will achieve 70% or greater on the assignment  avg = 80% or better	SLO <b>MET</b> Fall 2015 100% of students scored 70% or higher <b>Avg. 89.3%</b> Activity linked to specific outcomes in 2015	2018
		Discipline specific Knowledge  Critical Thinking  Diversity  Academic Professional Integrity	PMC 489 OR Program and Event Planning  Tuttle Creek State Park Open house program development exercise ( <i>task: enhance KSU student attendance by 50% via programs and promotion</i> )	Assessed by Rubric and attendance	90% of students will achieve a score of 80% or higher on the rubric designed to measure participation and attendance	SLO <b>Partially MET</b> Sp 2016: Event planning was conducted but the classes' participation on the actual day of the event was limited due to a conflicting university event Event being rescheduled in 2017 to reduce conflict	2019
Students shall demonstrate the <b>ability to evaluate</b> recreation experience offerings and to use evaluation data to improve the quality of offerings	7.02.e	Discipline specific Knowledge  Critical Thinking	PMC 489 OR Program and Event Planning  Chp 16, p 279	Specific evaluation content in Logistics Plan assignment assessed via <i>Rubric:</i>	80% of students will achieve 70% or greater on the evaluation element score.  Avg = 85%	SLO <b>MET</b> Sp 2016 95% earned a score of 70% or higher <b>Avg = 87%</b> <i>will include exam questions in 2017</i>	2019

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students will demonstrate knowledge of functional design and the construction process related to facilities and park features	7.02.f	Discipline specific Knowledge  Critical Thinking	PMC 580 Park Operations  USACE Gateway (web)and .ppt take-home exercise (facility design specs) with follow-up exam	Exam scores over Gateway exercise content (27 functional design content questions)	90% of students will achieve 70% or greater on the exam  Average score = 85%	SLO <b>MET</b> F 2015: 93% averaged 70% or better <b>Avg: 87%</b> Each exam question aligned with SLO in 2015.	2019
		Discipline specific Knowledge  Critical Thinking	PMC 620 Park Design  Park development assignment	Rubric	70% of students will achieve 70% or greater on the assignment	SLO <b>MET</b> F 2015: 88% of students scored over 70% <b>Avg 82%</b> <i>Assignment was modified in 2015</i>	2017

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students will demonstrate knowledge of sustainable resource management practices and compliance requirements with environmental regulations	7.02.g	Discipline specific Knowledge  Critical Thinking	PMC 580 Park Operations  Resource Mgmt Module, with specific exercises/study guides for exam <ul style="list-style-type: none"> <li>• USACE enviro compliance exercise</li> <li>• Prescribed</li> </ul>	Exam over USACE environmental compliance and prescribed burning	80% of students will achieve 70% or greater on exam Avg = 85%	SLO <b>MET</b> Fall 2015 combined scores (nat resources exam and env compliance quiz): 87% over 70% <b>Avg on combined scores = 85%</b>	2019
		Discipline specific Knowledge  Critical Thinking	PMC 275 Intro to NRM  Course Outline detailing environmental content	Final Exam  Bulk of exam content is specific to environmental compliance and regulations	80% of students will achieve 70% or greater on the final exam	SLO <b>MET</b> Fall 2015 86% of students scored over 70% on the final exam Additional lessons for environmental regulations will be added in Fall of 2016	2018

## Management/Administration

7.03 Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions.

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students will be able to identify benefits and limitations of management styles and approaches	7.03 a	Discipline specific Knowledge  Professional Integrity	PMC 690 Park and Rec Adm  <i>Assigned Readings and exercise in MGMT module</i>	Quiz/exercise over MGMT readings	90% of students will achieve 70% or higher on the <i>online</i> quiz/exercise over Management content.	SLO <b>MET</b> Spring 2016: 100% scored over 70% <b>Avg: 94.5%</b> on mgmt quiz <i>Exercise/Quiz needs to be re-measured in larger exam</i>	2019
Students will be able to identify legal concepts and principles applicable to Human Resources	7.03.b	Discipline specific Knowledge Critical Thinking  Diversity  Professional Integrity	PMC 690 Park and Rec Adm  Exercise over HR readings and course ppts on HR	Score on group exercise/ quiz over HR readings	90% of students will achieve 70% or greater on these exam scores.	SLO <b>MET</b> Sp 2016: 95.5% scored over 70% <i>Will include an additional section for in-class assessment in 2017</i>	2019
Students will be able to identify appropriate legal principles and procedures as they apply to risk management planning for a leisure service agency.	7.03.c	Discipline specific Knowledge	PMC 690 Adm  <i>Risk Mgmt Module</i>  -ppt -case studies -risk mgt plan	Risk Management Exam scores	80% of students will achieve 70% or greater on the exam.  Avg will be 85% or higher  <i>Exam is online and the higher of two attempts</i>	SLO <b>MET</b> Sp 2016: 91.3% scored over 70% <b>Avg score on exam 86%</b> <i>Exam separated in 2016</i>	2019

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students will demonstrate knowledge of budgeting and pricing theory; as well as financial management elements and their appropriate utilization	7.03.d	Discipline specific Knowledge  Critical Thinking  Professional Integrity	PMC 489 O.R. Program and Event Planning Pricing content in multiple chapters and assigned readings  <ul style="list-style-type: none"> <li>See Rubric for Logistics Plan financial worksheet</li> </ul>	Exam Pricing content: 14 questions across several exams deal with pricing and financial aspects  5pts in rubric for worksheet	70% of students will achieve an 70% or higher on the pricing questions on exam and assignment	SLO <b>MET</b> Spring 2016  Combined scores for 14 finance questions (banked) and the score from the logistics plan rubric (financial worksheet):  28 pts Exam: 84% 5 pts Rubric: 68% =2680/33 <b>81.6% avg</b>	2019
		Discipline specific Knowledge  Critical Thinking  Professional Integrity	PMC 690 Adm Budgeting Module <ul style="list-style-type: none"> <li>Budget exm</li> <li>Budget prep assignment</li> <li>Acct coding assg</li> <li>Agency forms exercise</li> </ul>	Scores on the combined budget exercises and exams	70% of students will achieve an 70% or higher on the exam and assignment  Avg = 85%	SLO <b>MET</b> Sp 2016: <b>Avg Score on combined measures: 88%</b>  91% scored over 70% <i>Use of multiple measures initiated in 2016</i>	2019

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students will demonstrate knowledge of both the diversity of sources and specific applications and uses of <b>revenue</b> sources available to leisure service agencies	7.03.e	Discipline specific Knowledge  Critical Thinking	PMC 690 Adm  Revenue Module – Concessions - Fees  - Grants  - Revenue Readings	Scores on: Revenue Module quizzes and assignments	70% of students will achieve a score of 70% or greater on the exercise, with an average score of 80%	SLO <b>MET</b> 2016 Scores: -Concess 80% -Fees 85% -Grants 88% -Revenue 73% 73% of students scored over 70% on the combined exercises: <b>Avg = 77%; but average &gt;80% was met on ¾ of measures</b>  <i>Revenue content separated in 2016</i>	2019
Students will demonstrate knowledge of the legal and organizational requirements of public, leisure service agencies; including statutes, policy and accredited agency standards	7.03.f	Discipline specific Knowledge  Professional Integrity	PMC 690 Adm  -Statutes exercise -Policy writing exercise -CAPRA exercise	Scores on quizzes or exercises specific to agency organization, Statutes, and Policy	80% of students will achieve a score of 70% or greater on the exercises; with an average score over 80%	SLO <b>MET</b> 2016 avgs:  <b>Comb'd: 90%</b> <b>-CAPRA 90%</b> <b>-Policy 91%</b> <b>-Statutes 87%</b>  96% scored over 70%  <i>New policy exercise in 2016</i>	2019

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students will be able to identify selected principles of marketing and promotion	7.03 g	Discipline specific Knowledge Critical Thinking	PMC 489 News release review and assignment	Rubric for news release in Logistics Plan	80% of students will achieve a 70% or higher score on the exam  avg = 80%	SLO <b>MET</b> Sp 2016: 97% scored over 70%  <b>Avg = 77.3%</b>	2019
		Discipline specific Knowledge	PMC 489 Brochure design assignment	Rubric in Logistics Plan	80% of students will score 70% or higher on the assignment	SLO <b>MET</b> 100% scored over 70%  <b>Avg = 92.4%</b>	2019
		Discipline specific Knowledge Critical Thinking  Professional Integrity	PMC 710 Nat Res Tourism Marketing Exercise w presentation	Midterm Presentation 3	70% of students will score 70% or higher on the assignment	SLO <b>MET</b>  100% of students scored higher than 70%: <b>Avg: 90%</b> ;  Presentation 3: <b>Avg: 84%</b> ; 100% of students scored higher than 70%	2018

7.04 Students graduating from the Program shall demonstrate, through a comprehensive internship of not less than 400 clock hours, the ability to use diverse, structured ways of thinking to solve problems related to different facets of professional practice, engage in advocacy, and stimulate innovation.

Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for specific SLOs
Students shall document completion of 520 fieldwork hours	7.04 a	Discipline specific Knowledge  Professional Integrity	PMC 492 Internship 400 hrs  MOU Manual	Signed reports and logs  Rubric	80% of students will submit their logs and reports within the course's schedule	SLO <b>MET</b> Su 15-Sp 16: 100% of students completed logs as assigned A separate upload and rubric was used for 2016 logs.	2019
		Discipline specific Knowledge  Professional Integrity	PMC 350 Manual with work reports and logs	Report rubric	80% of students will submit their logs and reports within the course's schedule.	SLO <b>MET</b> Su 2015-Sp 2016 <b>100 %</b> of students documented time spent with agencies via log reports <i>A new manual separates tasks into uploads for 2016</i>	2019
Students shall demonstrate entry level professional competencies during their internship	7.04 b	Discipline specific Knowledge  Critical Thinking  Professional Integrity	PMC 492 Internship  Manual for directed internship experience	Host Agency Intern (two part) eval' 1. On-the-job 2. communication	Students shall average 85% or higher on the Host's assessment of their entry level professional competencies.	SLO <b>MET</b> Sum 15-Sp 16  Weighted average of host's on-the-job eval of 91% (x2) and communications (89%) (x1) =  90.3% average	2019

<p>Students shall demonstrate problem solving and innovation in completing a special project as part of the their internship</p>	<p>7.04 c</p>	<p>Discipline specific Knowledge Critical Thinking Professional Integrity</p>	<p>PMC 492 Internship Manual see Special Project</p>	<p>Report rubric and special Project rubric</p>	<p>Students shall average 85% or higher on the special project</p>	<p>SLO <b>MET</b> Sum 15-Sp 16 <b>Interns averaged 90% on their special projects</b> (approx. 1/3 of this grade came from their host (89%) and 2/3 from the KSU</p>	<p>Separate rubric in 2016 was used for the host evaluation of special project</p>
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Course Specific Learning Outcome	COAPRT Learning Outcome	K-State SLOs	7.01.01 Evidence of Learning Opportunity	7.01.02 Assessment Measure	Performance levels/metrics	Results and Discussion	TIMETABLE Year of next expected review and/or focus for
Students shall demonstrate comprehensive knowledge of industry roles, philosophy and techniques	7.04.d	Discipline specific Knowledge  Critical Thinking  Professional Integrity	<b>CPRP exam</b>  <i>Beginning in the fall of 2016, a designated sample will be asked to take the CPRP practice exam, with students scoring 85% and above offered partial scholarships to take the full exam.</i>	Exam	In order to demonstrate adequate comprehensive knowledge prior to completing an internship 70% of students taking the CPRP practice exam shall complete the exam with a score of 70% or higher.	No measure of SLO in 2015 or 2016 to date  The CPRP practice exam will be available in the fall of 2016.	2017
	7.04.d	Discipline specific Knowledge  Critical Thinking  Professional Integrity	PMC 492 Internship Reports I and II include the following topics: Mission, policy, issues, diversity, programs, facilities, budgeting and revenue, and PR	Rubric	80% of students shall score 80% or better on combined reports scores from Rubric  Avg = 85%	SLO <b>MET</b>  Sum 15 –Sp 16 scores on reports I and II combined  85% scored over 80%  <b>Avg = 87%</b>	2019

## **2016 report on student assessment (non COAPRT standards)**

### **CPRP exit examination**

Prior to 2014 all PMC majors completed an in-house comprehensive assessment exam. That exam was discontinued in 2014; as a replacement exam was identified. In 2014, PMC faculty approved a policy whereby selected PMC majors would complete the CPRP or like exam before graduating. Before this policy was implemented, it was modified again. As of fall, 2016, PMC majors will be given the opportunity to take (and submit their scores to the PMC program) the CPRP practice exam; with those scoring 80% and above being offered partial scholarships to take the full exam.

*Up to 10 (the number limited by NPRA institution membership) Identified PMC majors shall each complete the CPRP practice exam during their internship, and supply the score of this exam for partial credit for an internship assignment (worth 50pts). Each year, those majors scoring 80% and above on the practice exam will be offered the opportunity to receive a partial scholarship to take the full CPRP exam; with the understanding that their score will be provided to the PMC program.*

The scores from the practice exam (retired CPRP questions already tested for validity and reliability) and subsequent CPRP scores will be compared and serve as a measure of PMC major's level of comprehensive of discipline specific knowledge.

### **Employment and Continuing Education of Graduates (exit interview)**

Overall teaching program success will also be evaluated based on the success of graduates in finding employment and overall satisfaction with their program of study. Exit surveys will be requested of graduating seniors beginning in 2016-17, that will include items to assess student opinions on their improvement on the selected learning outcomes during their tenure in the Park Management and Conservation program. 3 students completed the exit interview so far in 2016. When 20 submissions are recorded, the data will be published and analyzed.

### **Input from Practicing Professionals**

Each year, professional input will continue to be collected via intern host assessments. Several hundred professionals have provided input via this format to date, with approximately 20 additional inputs expect annually. This method yields inputs from Federal, State, Local and both commercial and not-for-profit professionals.

## Goals and Measures of Success

Both of the previous measures (graduating student input and practicing professional input) shall attempt to ascertain the level of satisfaction of each entity with the PMC program of study. It is a goal of the PMC program that 90% of both groups will find the program satisfactory or above. Below is the measure from the *practicing professionals* for 2016.

### Summer 2016 Intern Host evaluation of student's on the job performance and special project

	Unsatisfactory - consistently inadequate or inferior (letter grade = F)	Needs Improvement - not consistently satisfactory (letter grade = D)	Satisfactory - adequate, average to occasionally above average (letter grade = C)	Commendable - above average, consistently better than adequate (letter grade = B)	Outstanding - professional quality of service, meets highest expectations (letter grade = A)	Total
<b>On the Job performance</b>		2.3%	5.9%	22.4%	69.4%	100.0%
				<b>92%</b>	<b>Above average or better</b>	
<b>Special Project</b>	0.6%	4.5%	7.7%	34.5%	52.7%	100%
				<b>87%</b>	<b>Above average or better</b>	

### What is the unit's process for using assessment results to improve student learning?

The Park Management and Conservation unit's teaching faculty review the data annually (in July, 2016). As part of this review, the following discussion of the data's implications was shared.

The course specific and end-program assessment results will be used to determine if and what changes in performance have been made. If significant weaknesses in student learning outcomes are apparent, improvements or changes to the core courses and core curriculum may occur. The imbedded assessment will be used by the core course instructors to determine if the intended student learning outcomes are being met. From the annual review of the data, the teaching faculty will discuss the results and changes that may be needed if intent and outcome

for the core courses and core curriculum are significantly different. Recommendations will be made from these reviews for course and/or core curriculum improvement following current departmental protocol.

Changes made as a result of the assessment results in 2015-16:

- ✓ Each faculty made course specific changes in an attempt to improve student learning(new assignments, quizzes more specific to SLOs, new presentation rubrics)
- ✓ Changes in the final examination (use of CPRP exam) are underway and expected to be implemented in 2017.
- ✓ PMC faculty received one training session on the use of the University's electronic course management software as it relates to student learning outcomes. It was determined that additional upgrades in the system (e.g. tying of individual questions directly to SLOs) would be extremely beneficial. All PMC faculty initiated the question bank improvement process, separating SLOS into various question banks – an intermediate step in a fully integrated process.